

MAF's Reporting of Programs (2020)

This document contains responses written by the charity. ACE has made no content changes other than the removal of confidential information.

Program 1:

Program name: Alternative Proteins IL 2020 Technology Seminar

Date commenced: April 2020

Description:

Alternative Proteins IL 2020 is a full-day event, with an expected audience of about 350 people. Our goal is to bring together professionals from the two different yet very similar worlds of Alternative Protein and classical Life Sciences, to foster learning, inspiration and future collaborations, to grow and develop the industry.

Following a thorough market research we have conducted, which consisted, among other things, mapping out all the white spaces currently existing in the Israeli (and global) Alternative Protein industry, we identified an incredible opportunity to create a connection between the biotech and pharma industries, and the alternative proteins industry. In preparation for AP IL 2020, we have already carried out highly effective meetings with people from both sectors and have generated working collaborations between food engineers and consultants. One example for such collaboration is RS-NESS - one of our event sponsors, RS-NESS is a company which had no previous connection to the AP industry and today, after our efforts, is deeply involved in several active projects in the field and will present in the seminar. A second example is a discussion we had together with GFI and Merck/Sigma on ways to reduce the cell media components cost. This will hopefully turn into a new project inside Merck. We plan to continue doing similar activities until the seminar takes place, and to fuel collaborations created by it later on.

We also launched a WhatsApp group dedicated only to alternative protein updates (WhatsApp is the most used social messaging app in Israel, with over 90% of the population using it, on a daily basis). Group content includes investment opportunities, benchmark developments, webinar and conference invitations, etc. As of November 12th 2020, the group has over 230 members. The goal of the group is to create a pool of professionals and enthusiasts, and serve as an easy channel to advertise the seminar and future events, as well as engage and interest members in

volunteering, collaborating or contributing further to the event and, in general, in promoting the AP space.

We have secured a production company, keynote speakers, various sessions and panel discussions, as well as sponsorships – all, thanks to this preparation work.

How do you measure the outcomes of this program?

- Turnout: 350 online attendants is a successful turnout, 130 attendance is a great success
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- All costs are covered by sponsorships and specific grants and we manage to stay on track and maintain our budget
- Connections: we intend to actively connect key players in both sectors
- Publish our 2020 AP mapping document (detailed in a separate program)
- At least 2 media coverage

Do you collaborate with other organizations in this program?

- Production is done in collaboration with Bioforum
- Sponsorships: Max and Bella Stein Charitable Trust, RS-NESS, Reinhold Cohen Patent Office and more.
- Presentations, Discussions, panels & more - GFI Israel, IFF, Covington, Bioengineering, Buhler, GSAP, Merck, TetraSense, Innovopro, and more.

What are your top 5 biggest outcomes for this program prior to 2019?

N/A, launched 2020

Program 2:

Program name: Detailed Mapping of Israel's Alternative Protein Landscape

Date commenced: March 2020

Description:

Attempts to map the Israeli Alternative Protein landscape have been made before - categorizing several companies by field and product - yet no one has had the time and resources to delve

deep into it, to research and list the finer details, or map the many service and ingredients providers available.

What's more, no one has ever made a 101 guide for the local landscape, to assist those interested in learning more about it - and that's exactly why the MAF has undertaken it as a main goal for 2020 - to accomplish the most thorough mapping of the Israeli AP industry.

Our goal is to make the information more accessible: both for those outside of the AP industry, who are interested in learning more about it and get a well-informed sense of understanding about it by simply scrolling through a neatly organized and friendly document; and, for those already within the AP industry, may they be entrepreneurs with early stages start-up companies seeking for a particular service; or a service provider seeking to offer a new revolutionary service to companies; or a researcher looking to get involved in development of a new, innovative product. In addition, this map could help investors who are looking to invest in an Israeli start-up. We are in contact with several such potential investors.

So far, as part of our mapping project, as well as in preparation for our upcoming AP IL 2020 technology seminar, we met with companies, incubators, researchers and service providers, in order to understand their processes and objectives for the future. We have conducted around 100 hours of online research and mapped the cultured and novel meat, plant-based meat, dairy & eggs, plant-based ingredients, services, materials, incubators and supporting organizations, foundations and VCs fields. More work is still ahead of us to complete the mapping - it is expected to be finalized by September 2020.

How do you measure the outcomes of this program?

- Feedback from designers for its aesthetics, as well as feedback from AP industry members and Life Science professionals regarding its accessibility and informativity - as they are the target audience
- By not exceeding the budget
- Over a year from its release, the map helped expanding the AP community or its funding.
- Production done in time to launch it physically and digitally on our 2020 AP IL seminar (detailed in a separate program).
- Audience Feedback in the Seminar (questionnaire).

Do you collaborate with other organizations in this program?

At the moment we do not collaborate with other organizations in this program. However, Sponsors of the seminar will be highlighted in this mapping.

What are your top 5 biggest outcomes for this program prior to 2019?

N/A, launched 2020

Program 3:

Program name: Planning and Promoting the Creation of the World's First Dedicated Industrial Scale AP Products Manufacturing Site

Date commenced: April 2020

Description:

Israel is becoming a global alternative protein power. Its dominance in the field of research and development will continue to grow in the coming years and, with it, the demand for industrial production infrastructure for new and existing developments.

There are many alternative protein companies in Israel:

- More than 300 start-up companies in the field of food tech and Agro-tech and new companies are springing up like mushrooms after the rain, especially in the most prominent, sought-after domain of food tech today - Alternative Proteins.
- In Israel, substitutes of all kinds are already being developed: chickpeas and quinoa proteins, burgers in three-dimensional printing, meat substitutes made from only seven ingredients, milk-free yogurt, modular egg substitute suitable for all uses, laboratory-grown cultured meat (in Israel 5 different companies that deal and engage only in this field) and much more.

A large target audience of consumers will demand these products: Israel is considered to be the world's vegan capital. According to some surveys, about 8% vegetarians and 5% vegans of the general population, that is, over a million people do not eat meat. additionally, and even more significantly, on top of that, more than 20% of the population is reducing their meat consumption, which means that a total of about 3 million different potential consumers who prefer to avoid meat (in varying degrees), will be the driving force and primary consumers of the new and existing products on the market. All this, without even mentioning an even greater market share of meat-lovers carnivores, to which these products are also aimed. The relevance of meat substitutes amongst avid meat eaters is demonstrated in the success of Beyond Meat and other

companies in Israel and around the world; According to the data, the majority of the buyers of these products are not vegetarians.

Establishing an alternative protein dedicated Industrial Scale manufacturing site will support the market demand and will generate excellent PR which, in turn will lure more investors, scientists and entrepreneurs. There are many factors in Israel that will engage in such an initiative if it will be indeed dedicated to the field of alternatives to animal products.

Principles of the project:

1. The project is intended for:
 - A. AP Startup companies
 - B. Food corporations in need of additional production spaces
 - C. Companies that do not have dedicated production sites for alternative protein
 - D. A production site that includes all the peripheral services required for food production under the licensing of the Ministry of Health
2. Nature of the complex: Alternative protein companies of various types
3. Estimated space size: 6000 square meters for the production of various products and additional 4000 square meters for offices and infrastructure.
4. Estimated size of space per project: between 5 and 8 projects (ranging from 500 square meters to 1000 square meters per project)
5. Services of the complex: Inclusive Service
6. Profit model:
 - A. Complete lease + service.
 - B. COGS + (cost of good +)

How do you measure the outcomes of this program?

Initiation of the construction phase after the recruitment of an Investment group.

Manufacturing of new AP products in 3-5 years, which will meet the local and global demand.

Do you collaborate with other organizations in this program?

We collaborate with a professional consultant firm to establish the business model and presentation for this project.

In addition, governmental organizations such as the Ministry of Economy and the Israeli Innovation Authority are already on board and will take a dominant role in this project.

Local food cooperation will also take part, as they could benefit from this model as well.

What are your top 5 biggest outcomes for this program prior to 2019?

N/A, launched 2020

Program 4:

Program name: Creating a New Alternative Protein Start-Up

Date commenced: April 2020

Description:

MAF is currently identifying new unmet needs of the alternative protein sector with entrepreneurs and food entities to create a new initiative in the field of alternative proteins, as we have done in the past with SuperMeat.

The initiative will most likely be related to one of the following:

1. Manufacturing of 3D meat analogue products, using innovative and available production techniques from within the pharmaceutical industry, instead of 3D printing which is a relatively slow process, or the biodegradable scaffold method, which might be expensive and lacking efficiency.
2. GMO meat-like plants. There is very little worldwide research on GMO plants (or CRISPR/Cas9) aiming at developing them with a meat-like taste or texture, or with a similar nutritional profile.
3. Cold cut products from plant-based ingredients and later on with cultured meat components.
4. Manufacturing of cell media components for cultured meat at a lower price and higher availability than the current available products.

We have presented our analysis of white spaces and ideas to a variety of players in the field of alternative proteins in Israel, such as local incubators, who were enthusiastic about collaboration with us, in order to form a new start-up that could obtain funding and guidance from the incubator.

How do you measure the outcomes of this program?

Establishing such an initiative by Q4 2020 to Q2 2021.

Do you collaborate with other organizations in this program?

We are collaborating with several food and outsourcing organizations in order to complete the POC (proof of concept) stage before the end of the year, and initiate the startup under the realms of one of the many food hubs in Israel.

What are your top 5 biggest outcomes for this program prior to 2019?

NA - Established in 2020

How does your organization's work fit into the overall animal advocacy movement?

We believe that the promotion of alternative proteins helps the animal advocacy movement as a whole, due to the fact that it creates a world where it is easier not to hurt animals. Alternative proteins will make it easier for people to not consume animal products. We believe technology and animal advocacy nourish each other and help each other in a reciprocal way - the more conscious the people are, the larger the effort they are willing to put in for animals; and the enhanced the technology is, the less the effort is needed in order to avoid harming animals.

The Modern Agriculture Foundation's founders, board members and volunteers are mostly animal advocacy activists. Therefore, we are all strongly connected; we are supported by and support other organizations.

How has the COVID-19 pandemic affected your organization's ability to carry out your programs?

The Covid-19 status obviously impacted our plans and we have updated the budget accordingly. In addition, our main event for 2020 (technology seminar), will probably be broadcast as a an online event and not a live event for networking. Other programs have not yet been impacted by the current limitations in Israel.

Have you taken any steps to improve programs that you deemed less successful (due to COVID-19 or otherwise)?

No

Have you cut off any unsuccessful programs to make room for other ones (due to COVID-19 or otherwise)?

No

Are there any other outcomes for past/discontinued programs, not mentioned in the Program Tables, that you would like to mention?

No

Is there anything else you'd like us to know about your charity's programs, not mentioned in the Program Tables?

We have raised enough funds for our core activities in 2020. These activities are very meaningful for the alternative protein landscape. However, raising an additional 100K USD and more will provide us with the capability to provide far more valuable and practical achievements for the important ideals that the foundation is trying to promote. Certainly, expansion of the foundation human resources and a bigger events budget will assist in delivering this important message.